



## When forced to adapt to virtual offerings, Happy Melon Studios rose to the challenge.

### Challenge

Melbourne-based Happy Melon faced a seemingly insurmountable challenge: the business had been closed, reopened, and reclosed from governmental-mandated COVID-19 lockdowns. Prior to the pandemic, the studio and its mental health-focused offerings had been growing at a rapid clip. But now the owners needed to decide how to deliver the wellness experiences customers had grown to love virtually.

### Solution

Instead of panicking, Happy Melon developed an integrated online class strategy that included live streamed classes and on-demand videos that members could plan whenever they wanted a class. The studio also expanded offerings to opportunities for members to check-in and chat with their instructors to feel supported.



### Results



**2770**

Unique views on Happy Melon's on-demand video library in August 2020



**105%**

Revenue growth between June and July 2020



**\$120**

Price of Happy Melon's live virtual membership, which includes on-demand access



**66%**

Growth of unique consumers booking with Happy Melon or watching on-demand video

“We couldn't have done this without the functionality and support of Mindbody. It's kept us ticking along at a very difficult time.

—SIMON DAVEY